

## Message Text

LIMITED OFFICIAL USE

PAGE 01 PARIS 05019 181405Z  
ACTION TRSE-00

INFO OCT-01 EUR-12 ISO-00 EB-08 COME-00 FRB-03 XMB-02  
AID-05 IGA-02 /033 W  
-----181442 094765 /40  
R 181402Z FEB 77  
FM AMEMBASSY PARIS  
TO SECSTATE WASHDC 9873

LIMITED OFFICIAL USE PARIS 05019

DEPT PLS PASS TREASURY AND COMMERCE

E.O. 11652: N/A  
TAGS: EFIN, FR  
SUBJECT: PILLSBURY MILLS INVESTMENT CASE POSTSCRIPT

REF: A) PARIS 38191; B) PARIS 02516

1. REPRESENTATIVES OF PILLSBURY VISITED EMBASSY  
FEBRUARY 15 TO THANK US FOR ASSISTANCE WE PROVIDED  
DURING ABORTIVE PILLSBURY/CAMPBELL GOF NEGOTIATIONS.  
THEY SAID THEY PLANNED TO CARRY ON WITH OPERATION OF  
THEIR FRENCH SUBSIDIARY, GRINGOIRE-BROSSARD, AND WOULD,  
OVER THE COURSE OF THE NEXT SEVERAL YEARS, REDUCE  
SALES FORCE AS CAMPBELL'S HAD ENVISAGED  
DOING IF ITS ACQUISITION PLANS HAD BEEN IMPLEMENTED.  
PILLSBURY HAS ADOPTED A "MAKE THE BEST OF IT"  
ATTITUDE AND INDICATED THEY HAVE LITTLE REASON TO  
COMPLAIN SINCE GRINGOIRE-BROSSARD HAS BEEN A  
PROFITABLE ENTERPRISE. HOWEVER, THEY ADDED THAT  
IF A GOOD BUYER CAME ON THE SCENE WITHIN THE NEXT  
YEAR OR TWO THEY WOULD STILL SELL ON THE RIGHT TERMS.

2. COMMENT: IT WOULD BE IRONIC IF CAMPBELL'S WERE  
TO COME BACK INTO THE PICTURE IN A YEAR OR TWO AFTER  
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PILLSBURY HAS EFFECTED REDUCTION IN FORCE, A MOVE  
WHICH THE GOF REFUSED CAMPBELL'S PERMISSION TO DO.  
HARLAN

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** INVESTMENTS, NEGOTIATIONS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 18-Feb-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 22 May 2009  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977PARIS05019  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770058-0992  
**Format:** TEL  
**From:** PARIS  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19770227/aaaaaxsi.tel  
**Line Count:** 58  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 9e987cc4-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION TRSE  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** 77 PARIS 38191, 77 PARIS 2516  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 30-Mar-2005 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3281074  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** PILLSBURY MILLS INVESTMENT CASE POSTSCRIPT  
**TAGS:** EFIN, FR, PILLSBURY MILLS  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/9e987cc4-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
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EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009